

## Message Text

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ORIGIN COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 USIA-15 TRSE-00 XMB-04

CIAE-00 INR-07 NSAE-00 /040 R

DRAFTED BY COM/BIC/OIM/AF/RPRYDLUN/BWS

APPROVED BY EB/OCA/CM/AWALLACE

COM/BIC/OIM/AF/SKMILLER

COM/BIC/OIM/CGENDREAU

COM/BIC/OED/WHAIMES

USIA/RJONES

STATE/AF/W/ELOLLIS

STATE/AF/COML/LWHITE

STATE/E/AHWALLACE

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R 092304Z MAR 76

FM SECSTATE WASHDC

TO AMEMBASSY LAGOS

INFO AMCONSUL IBADAN

AMCONSUL KADUNA

UNCLAS STATE 057457

E.O. 11652: N/A

TAGS: BEXP, BCCP, NI

SUBJECT: FY 1976 COUNTRY COMMERCIAL PROGRAM SECOND  
QUARTER REPORT

REF:A. LAGOS 715; B. STATE 275154; C. STATE A-7369

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET ON 23  
FEBRUARY AND REVIEWED PROGRESS FIRST TWO QUARTERS FY 1976  
CCP AND STATUS DRAFTING OF FY 1977 CCP.

2. WE LOOK FORWARD TO MORE U.S. MARKETING ACTIVITIES, VIABLE  
TRADE AND INVESTMENT OPPORTUNITIES, EXPORT FACILITATION AS  
A RESULT OF RESTRUCTURING OF ASSIGNMENTS AND INCREASED TRAVEL

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PER PARAS 3 AND 4, REFTEL A.

3. WCAG ENCOURAGES AND SUPPORTS EXPANDED ROLE OF EMBASSY AS BROKER BETWEEN NIGERIA FEDERAL AND STATE GOVERNMENTS AND U.S. SUPPLIERS OF GOODS AND SERVICES, PER PARA 5, REFTEL A. THE SIMILARITY OF THESE

"SUCCESS STORIES" WITH AID SHEPHERDED INFLATABLE WAREHOUSE TRANSACTION, SUGGESTS CLOSER COORDINATION ON CCP WITH REALIGNED AID PROGRAM OF COUNTRY-FINANCED TECHNICAL COOPERATION IN NIGERIA.

4. WCAG WOULD LIKE STATUS REPORT ON BUSINESS RECEPTION CENTER, PER PARAS 1 AND 2, REFTEL B, ESPECIALLY TO THE EXTENT RESOURCES AND REFERENCES FROM PREVIOUS USIS FACILITY HAVE BEEN ABSORBED OR OTHERWISE TEMPORARILY COMBINED.

5. DURING 3RD AND 4TH QUARTER FY 1976 WE ANTICIPATE NEED FOR FOLLOW-UP ON PETROLEUM ENGINEERING CONFERENCES. SUGGEST EMBASSY TAKE ADVANTAGE THIS CONFERENCE TO

INTENSIFY CAMPAIGN ACTIVITIES IN PETROLEUM AND GAS UTILIZATION. FOLLOW-UP CALLS SHOULD BE MADE WITH NIGERIAN CONFERENCE PARTICIPANTS AND DIALOGUE MAINTAINED TO ASSURE LATEST PROJECT INFORMATION IS MADE AVAILABLE TO COMMERCE FOR DISSEMINATION TO U.S. PARTICIPANTS. EMBASSY SHOULD ALSO ATTEMPT TO DETERMINE NEED AND TIMING OF USG OR INDUSTRY ACTIONS TO CONTINUE MOMENTUM ACHIEVED BY THE CONFERENCE. ALSO REQUEST STATUS REPORT AND DETAILS OF EMBASSY ACTION ON MULTI-MILLION DOLLAR PORT DECONGESTION CONTRACT MENTIONED REFTEL A.

6. FIRST DRAFT FY 1977 CCP COMPLETED ON BASIS AVAILABLE INFO. POST REQUESTED RESPOND TO REPAIR C. URGE POST CONSIDER ABILITY NIGERIA MARKET SUPPORT TWO SOLO U.S. EXPORT PRODUCT EXHIBITIONS, TWO SEMINARS, TWO TRADE MISSIONS AND TWO CATALOG SHOWS IN THREE CAMPAIGNS AND FIVE NON-CAMPAIGNS IN FY 1977 CCP BASED UPON PERFORMANCE UNDER FY 1976 CCP.

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7. CONSIDERING CURRENT COMMERCE EMPHASIS ON EXHIBITION TYPE PROMOTIONS, WCAG SUGGESTS POST FORM THEME RECOMMENDATIONS (FY 1976 CCP PAGES 19, 21 AND 23) CONSIDERING AMOFFICE TECH EXPERIENCE. TAILORED INSTRUCTIONS FOR PREPARATION OF THESE RECOMMENDATIONS FOLLOW BY AIRPOUCH.

8. THE PRODUCT OF COMMERCE SURVEY TEAM LABORS IN NIGERIA,

APRIL-AUGUST 1975, IS EXPECTED TO BE PUBLISHED IN MARCH  
(TITLE: NIGERIA-SURVEY OF U.S. BUSINESS OPPORTUNITIES").  
VIGOROUS PROMOTION CAMPAIGN ON NIGERIA AS TARGET MARKET  
EXPECTED TO GENERATE HOST OF INQUIRIES FOR SPECIFICS IN  
SEMINARS WITH BUSINESS AROUND U.S. WCAG THEREFORE RECOMMEND

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POSTS CONSIDER MORE "HOW TO" REPORTING ALONG LINES OUT-  
STANDING SUBMISSIONS ON TENDER SYSTEM (LAGOS A-175) AND  
GUIDE TO INVESTMENT (LAGOS A-161). COULD REALLY USE FULL  
EXPLANATION OF PROCEDURES FOR IMPORT PAYMENTS, PARTICULARLY  
LETTERS OF CREDIT. NEW AND UPDATED MARKET RESEARCH CALLED  
FOR IN CCP SHOULD BE ON TRACKS. CONSUMER GOODS (LAGOS  
A-9) MOST TIMELY AND WELL DONE. KISSINGER

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Draft Date:** 09 MAR 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 LAGOS 715, 76 STATE 275154, 76 STATE A-7369  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 28 JUN 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <28 JUN 2004 by fisherem>; APPROVED <14 DEC 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY 1976 COUNTRY COMMERCIAL PROGRAM SECOND QUARTER REPORT  
**TAGS:** BEXP, NI  
**To:** LAGOS  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006